

Welcome to Arrow – the most powerful, robust, easy-to-use and cost effective email newsletter system available today.

By choosing Arrow you have chosen to maximize your marketing potential by using the most reliable and cost-effective method of direct marketing there is – email.

Using email to market to existing and potential customers trumps conventional marketing methods because of your ability to send mass messages to interested parties at a low cost. Using opt-in schemes and directly collecting email addresses from your Web site gives you the ability to market directly to people wanting to know more.

Arrow’s usefulness doesn’t stop there. By using Arrow as an email marketing tool, companies and organizations are able to get instant results from their campaigns. Arrow will show you who has read your mailings and who has clicked links. Arrow also reports undeliverables and the Arrow Agent component automatically removes bad addresses.

If embarking on an email marketing campaign seems daunting, Arrow will make it easy for you to quickly implement a professional marketing campaign. Automated tools like the HTML Composer and Scheduler make sending emails a snap. Use Arrow’s Remote Web Forms to collect addresses from any Web site with ease. Printable, full-color reports make tracking your marketing nearly effortless.

Arrow is the ideal email marketing solution for any sized business or organization and is completely contained and maintained on Q5 Media’s powerful servers. The new Private Label option allows Service Providers and Marketers to manage their own users as well as customize the look of Arrow to suit your business.

Finally – direct marketing made easier.

If you have any questions about Arrow, please don’t hesitate to call our customer service representatives at 877-270-4644 (Phone support hours are 9 AM – 5 PM EST).

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## Arrow Services

### Arrow Hosted

- No installation required
- Completely hosted and maintained on Q5 Media's powerful servers
- Free support and upgrades for the length of your contract
- \$24.95/mo\* - cancel at any time  
\*Price includes 10,000 emails per month. \$1/1000 emails over limit.

### Arrow Private Label

- All the features of Arrow Hosted
- Customize the look of Arrow to reflect your business or organization
- Option to use your own domain name
- Add and manage your own users, including "reports only" accounts
- One-time setup fee of \$99. Contact Q5 Media for more info & pricing.

## More Arrow Services

Email marketing is an important and cost-effective way for any sized business or organization to get their message out to potential and existing contacts. Beyond the features included with every Arrow Hosted account, Q5 Media offers a range of additional services to help you create, manage, send and organize your broadcasts and campaigns.

Q5 Media's staff is available to work for you, providing you with years of experience in email marketing at your service.

To speak with a customer service representative about your specific needs and to get more information on and pricing for services, please contact us. If you need something that is not mentioned here, please ask - we are here to help!

**Newsletter Design:** Our design staff can create custom professional, eye-catching newsletters and templates in email-optimized HTML that can be reused within the Arrow system.

Templates can be created to match the look and feel of your own Web site, product or event. Or, brand new custom templates can be built to your specification to best suit your needs.

Our staff has years of experience creating HTML specifically for email broadcasts and can help guide you through the best choices for creating a professional and easily-accessible newsletter or template.

**Integration Services:** Have an existing CRM or Contact Database? Our programming professionals can help design a system to remotely integrate and automate contact and usage data with almost any platform.

If your needs don't require live integration, but your contact list files require some "clean up," our staff assist you by cleaning up your files and importing them directly in to Arrow.

**Campaign / Broadcast Management:** Extend your internal staff by letting us handle your campaign management duties. By providing contact lists and newsletter content or outlines to Q5 Media, we can offer:

- Broadcasting / Monitoring
- List Management
- CRM Resource Planning
- Demographic Targeting
- Custom Reporting



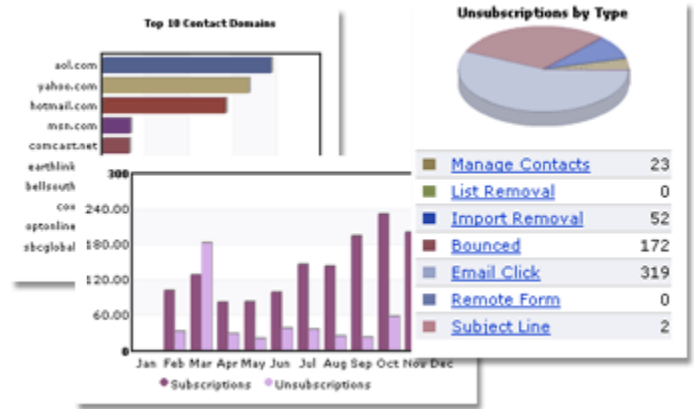
## Arrow Features

All Arrow Hosted accounts include all of the features listed below (except where noted)

### Interest Lists

Interest Lists organize contacts into strategic distribution groups. These groups form the basis for your email marketing strategy. Choose to bulk import large sets of contacts and assign them to as many Interest Lists as you like or let contacts manage their own subscriptions directly from your Web site. Send or schedule newsletters directly to any number of Interest Lists or use Smart Lists to further segment contacts based on any conceivable demographic criteria. Whether your organizational needs are straightforward or highly complex, Arrow makes managing and organizing your valuable contacts a snap.

- Contacts can be members of any number of Interest Lists
- Each Interest List can be customized with its own "from" and "reply-to" email address information, custom HTML headers and footers, double-opt-in emails, message disclaimer information and much more.
- Customize subscription messages, HTML headers and footers, and disclaimer text on a per-list basis.
- View detailed reports with stunning full-color graphs outlining the specifics of each Interest List.



### Smart Lists

Smart Lists add a new level of marketing capabilities to Arrow by dynamically selecting contacts on the fly. You can target a specific audience by assigning easy to use custom data mining rules. Select contacts based on geographic location, gender, or any combination of Arrow's 92 customizable fields. Even target customers who have shown interest or performed specific actions. The possibilities are endless.

AND	HomeState	Is Equal To	IL
OR	HomeState	Is Equal To	Illinois
OR	BusinessState	Is Equal To	IL
OR	BusinessState	Is Equal To	Illinois

- Create a new list on-the-fly from one or more of your existing Interest Lists.
- Specify parameters by using any of the available contact fields.
- Exclude contacts who have opened or viewed previous newsletters from a particular campaign.
- Can be set to exclude contacts who have opened or viewed previous newsletters from a particular campaign.

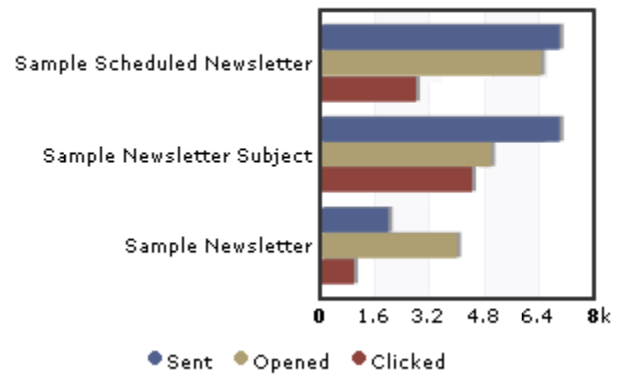


## Campaigns

Now it is possible to plan, manage, automate, and view extensive reports for an entire marketing strategy using Arrow's Campaigns feature. By grouping specific newsletters together, you'll have the ability to leverage Arrow's powerful intelligence features to target subsequent communications based on the results of previous ones. Your organization can now maintain perfect harmony with each of your customer's individual needs.

- Organize your communication into logical groups which add more power to result tracking and to smart list intelligence.
- View charts and graphs of statistics for all sends across a single campaign.
- Use campaigns in conjunction with smart lists and CRM Follow-Ups for more customer contact.

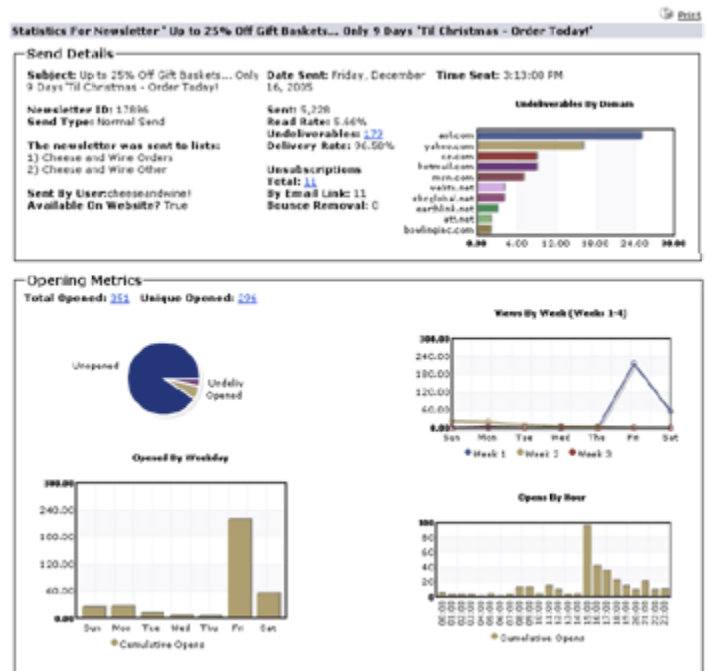
Send Data by Newsletter



## Charts & Graphs

Full-color graphical reports give you everything you need to know about how your marketing is shaping up. Whether you're interested in subscription types and mailing volumes or specific read rates and analytics, Arrow can generate practically any report you need. The culmination of years of research, experience, and customer feedback gives Arrow more reporting metrics and analytics than any application of its kind.

- Campaign statistics with send rate, read rate, click rate, underdeliverables and more.
- Subscription and unsubscription statistics.
- Top user domains reports.
- Colored graphs and reports for all areas - Sends, campaigns, contacts and more.
- Customize reports by date ranges.
- Easily print all graphs and reports.
- Export report details to downloadable database-ready files.
- **NEW** Download a snapshot report of statistics for a single broadcast into an easily-readable Excel file.



## Scheduler

Put Arrow to work even when you're not around. Use the Scheduler to send newsletters at the optimum time or schedule important campaigns months in advance. You can even send the same message to a Smart List multiple times, each time only to recipients who have not opened or clicked a link from one of the previous attempts. Schedule newsletters to go out on a monthly, weekly or daily basis - any time, day or night.

- Schedule a newsletter to go out any time, day or night.
- Set recurring scheduled delivery for any newsletter.
- Use the schedule feature for sending large batches when your server is least busy.

	<b>3</b>	<b>4</b>	<b>5</b> <a href="#">Wednesday Coupons</a> (6:01:00 AM)	<b>6</b>
	<b>10</b> <a href="#">Tax Reminder</a> (9:01:00 AM)	<b>11</b>	<b>12</b> <a href="#">Wednesday Coupons</a> (6:01:00 AM)	<b>1</b>
<a href="#">x Day Sale y 2</a> 01:00 AM)	<b>17</b> <a href="#">Tax Day Sale Final</a> (6:01:00 AM)	<b>18</b>	<b>19</b> <a href="#">Wednesday Coupons</a> (6:01:00 AM)	<b>2</b>
	<b>24</b>	<b>25</b>	<b>26</b> <a href="#">Wednesday Coupons</a> (6:01:00 AM)	<b>2</b>

## CRM Tools

Use Arrow's CRM Follow-Ups to keep the attention of new customers and subscribers. Arrow can send a welcome response, follow it up in three days with a specific newsletter email, and then send another in ten days - all automatically. Create as many CRM Follow-Ups as you need and assign them to specific Interest Lists or all Interest Lists. You can even combine with Smart Lists and send the follow-ups to those who didn't interact with any of the previous ones. Robust reporting will keep you informed every step of the way. Let Arrow join your sales force and ensure that potential customers don't lose interest in your message.

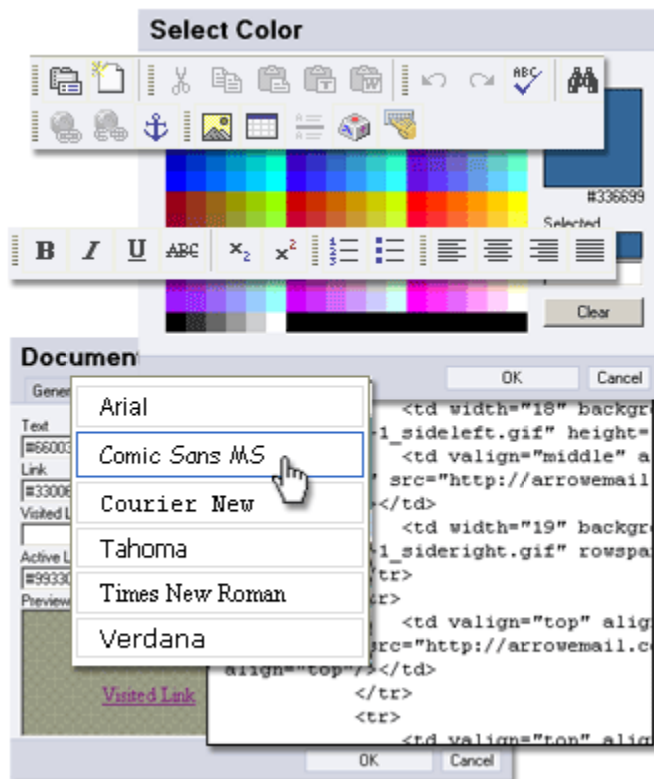
- Automate follow-up newsletters based on user subscription date to retain customers.
- Create unlimited CRM Follow-Ups to automatically correspond to new customers at any interval from initial signup date.
- Send immediate welcome responses to customer after initial registration/signup.
- Measure the effectiveness of your CRM Follow-Ups with stunning full-color graphs and detailed statistics.
- Associate CRM Follow-Ups with one or more Campaigns for powerful, automated Customer Retention Management.



## HTML Composer

The new Arrow Composer is built on the idea that commercial-grade newsletters should be made easy to build without sacrificing the pinpoint control that advanced users need. Tools like the property builder and color selector let you define each detail of your newsletter for the best presentation possible. The all new Design Center assists all levels of users with layouts and themes that simplify the creative process. Advanced users will love the context-sensitive right-click options and precise table control, as well as the ability to edit the HTML code directly. Whether you are a novice designer or an experienced power user, Arrow has the tools you need to get the job done.

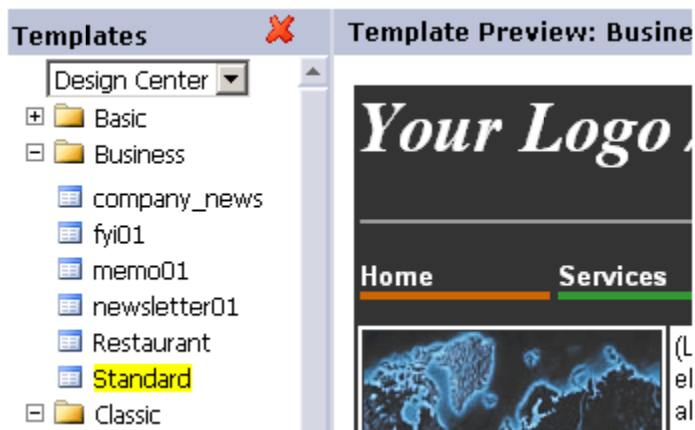
- Incredibly powerful 'WYSIWYG' HTML composer, packed with feature-rich design tools makes creating professional HTML newsletters easier than ever.
- Insert any of over 90 custom fields in emails to personalize them for each recipient.
- Switch between Browser and HTML modes for precise control of HTML code.
- Bundle HTML newsletters with your own plain text-only formatted version for letter-perfect control, or use let Arrow's automatic parsing feature do the work for you.
- Easily control background and text colors with the color palette.
- New Visual Image Browser with image thumbnails and complete folder control makes uploading and managing images and attachments a snap.
- Compose in 24 languages including Spanish, French, Vietnamese, Russian, and Arabic.
- Paste from Word feature automatically converts Word format to usable HTML



## Newsletter Templates

Create and save templates for convenient organizing and repurposing of your content. Arrow now has the feature of being able to organize your templates into folders for greater ease of use. In addition, the new Arrow Design Center provides stock templates available for instant editing to inspire your creativity. Or use one of the new layouts to make short work of your own designs.

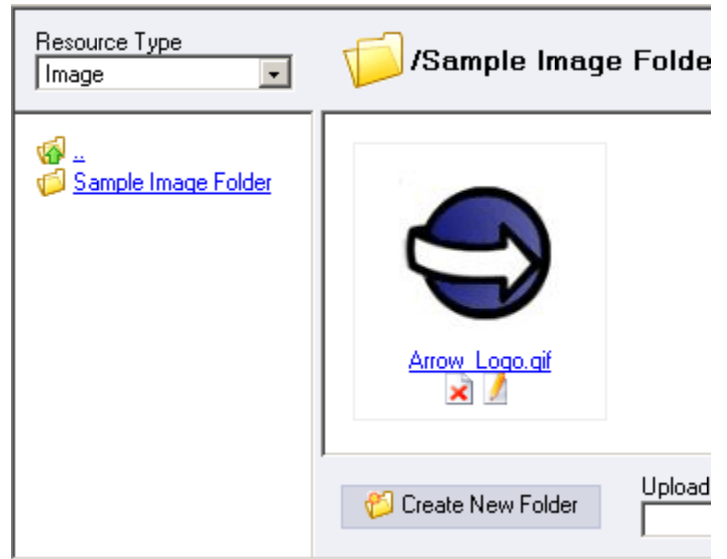
- Create, and save, organize, and manage HTML templates.
- New Design Center contains pre-designed template samples that can be quickly browsed and previewed, then edited as desired.
- Browse and preview templates before loading.
- Free shared XML templates.
- Choose from several optional layout schemes to jump-start your creativity.
- Improved image handling makes it easier to manage and manipulate pictures, images and graphics.



## File Uploader

Upload images directly to Arrow for use in your newsletters. Arrow's new file browser makes it easy to visually organize and find files. Simply browse the Arrow server for uploaded files and choose one to add to your design. There is no need for separate FTP accounts or hassles of any kind.

- Upload images and files directly to Arrow.
- Attach files to outgoing emails.
- Upload, Manage, and Attach files to outgoing emails.
- Full-featured file browser for organizing and finding newsletter images



## Import

Use Arrow's powerful Import feature to import large lists of existing contacts into the system. Custom field mapping gives you the flexibility to easily map your existing data to any of Arrow's 92 customizable fields. Arrow's Importing system is meticulously designed to handle thousands of contacts at once. Extensive error checking and user options ensure that your data stays in perfect form, ready to work.

- Import contact information from Outlook and Outlook Express.
- Import contact information from TXT or CSV files.
- Import from Outlook and Outlook Express filters.
- Custom import field mapping.
- Bulk-delete contacts using imported TXT or CSV files.
- Continue import sessions where they left off.

Field Number / Name	Sample Data 1
Field 00 Email (255)	jim@worldcontact.com
Field 01 FirstName (50)	Jim
Field 02 LastName (50)	Anderson
Field 03 HomeStreet (255)	123 Main Street
Field 04 HomeCity (255)	Los Angeles
Field 05 HomeState (255)	CA
Field 06 HomePostalCode (255)	90211

## Export

Utilize Arrow's convenient data Exporting feature to export virtually any of Arrow's data. Simply perform a search for the data you need, and then export that data into the file of your choice - CSV, TXT Word or Excel. Use the exported data in other applications or for general reporting purposes.

- Export as downloadable CSV, XLS, Word or Text files.
- Export from contact search results, subscription and unsubscription details and more.
- Specify field delimiters, qualifiers and included




fields.


## Sending Email

Arrow is the most powerful tool your company or organization can choose for utilizing email as a marketing strategy. It works seamlessly with any Windows server and SMTP service to quickly and efficiently send thousands of emails. It supports six different mail objects as well as remote SMTP server configuration so it is flexible for any sized network - from a small non-profit to a Fortune 500 company.


- Works with 6 different mail objects - CDONTS, CDO2000, AspEmail, JMail, aspMail and aspQmail
- Remote SMTP configuration.
- Newsletter saving and scheduled sending.
- Sends both Text and HTML messages in one envelope using Multipart/MIME.

 Save Newsletter and schedule it to send later or create CRM Follow-Up.


OR

 Send now and do not schedule to send later.

OR

 Send a test to email@yourcompany.com (CDONTS ) Using Format: **HTML Format**

OR

 Send a test to email@yourcompany.com (CDONTS ) Using Format: **Text Format**

## Newsletter Archives

Searchable archives give you a quick look at your sent newsletter stats - number sent, opened, clicked, undeliverable and bounced. Search archives to find the exact results you want to find. Use the graphical reports to view detailed data on each send. Arrow also gives you easy instructions on how to display your archives on a Web site.

- Auto archival with View and Re-send.
- Create a dynamic archive of sent newsletters right on your Web site.
- See who's opened, clicked and unsubscribed from your newsletters.
- Search archives by list, date range, campaign and keyword.

**Keyword or Phrase in Subject:**

**Send Type:** All Types 

**Sent On or Between:**

 (mm/dd/yyyy)

**Start Date:**  

**End Date:**  

**In Campaign(s):**

Any Campaign  
Default Campaign



## Remote User Forms

Integrate Arrow into one of your most important marketing assets - your Web site - by using its easy, customizable Web forms. Arrow's Remote Signup forms can be placed on any Web site and don't require any HTML knowledge to implement. Let new contacts subscribe to one or several lists, and collect as much or as little as you require.

- Use the Remote Forms Manager to design Web-based signup forms for your Web site in minutes.
- Choose from up to 92 fields for your remote forms and rename them to your specifications.
- Need forms for eCommerce or other Web pages? Make custom one-off forms with complete HTML code to place on any Web site in minutes.
- Create and save the colors, styles, fonts and appearance of remote forms.
- Contacts can login to change their information and Interest List subscriptions directly, and even retrieve lost passwords using the flexible Dynamic Remote Forms option.

**Company Name - Welcome Back Ron Delgado**  
[Privacy Policy](#) | [Add New Account](#) | [Log Out](#) | [Language](#)

Email:

Please select subscription list(s):  
(You may choose more than one list)

**Automotive Products**  
 **Commercial Products**  
 **Indoor Products**  
 **Outdoor Products**

Mail Format:  HTML  Plain Text

## User Management (Private Label Version Only)

Arrow Enterprise ISP is solution for administrators to create and maintain completely separate user accounts, each with the full capabilities of Arrow Enterprise. The Enterprise ISP version of Arrow is designed for large organizations with separate divisions or for service providers wanting to provide powerful tools for their customers.

- Manage multiple accounts, each with multiple lists.
- Search for user accounts.
- Track user usage by month
- **NEW** Add report-viewing accounts with limited capabilities for users who need to view results but are not allowed to send emails.

**GroupUser** [Log In As This User](#)

**Basic Info** [Lists Info](#) [Newsletter Setup](#)

Date Added: 1/9/2009 12:34:29 PM

User Name:  Password:

User Status:  Active User  
 This user can add lists  
 This user can delete lists

User Rule: Enterprise User - All features enabled  
Associated Account:

Note: Your group account is allotted 2000 total emails per month across all users. Your account's wholesale average charge is \$1 for every email over 1000. If you choose to charge users more the difference will be automatically credited to your account.

Monthly Email Allowance:   
Average charge: \$1 per 1000 emails over limit

Default View Per Page:   
(Used for Manage Members, Archive and Statistics)

Time Zone: (GMT-5) USA (Eastern), Canada (Eastern), Bahamas, Haiti, Turks & Caicos

## Server & Database Features

- Runs on a combination of MS SQL 2000 and 2005 servers.
- Over 100 Enterprise-Class T-SQL stored procedures and functions make Arrow the most robust application of its kind.
- Service is spread across several powerful Windows 2003 servers with the latest updates and patches for stability and security.
- **Note:** At this time, Arrow does not support Mac OS or any browser other than Microsoft Internet Explorer.

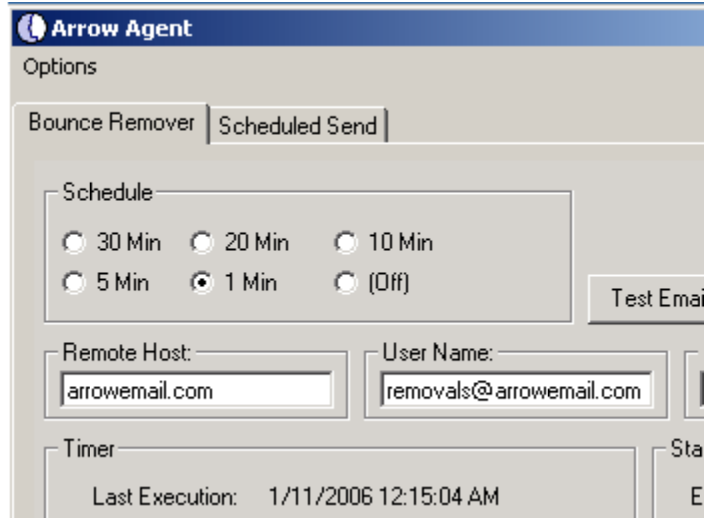


- Please see our [Support Page](#) for detailed server requirements.

## Arrow Agent

Arrow Agent is a powerful companion of Arrow that handles features such as scheduling and bounce removal. Separate Windows services ensure maximum performance on any server.

- Arrow Agent Runs as two separate Windows Services (bounce remover and scheduler) for maximum efficiency and process control.
- Use the Scheduler for precise email broadcast scheduling and recurrence.
- Arrow Agent Scheduler runs efficiently in its own process space to efficiently broadcasts huge volumes of email for all users across the enterprise environment.
- Arrow Agent Bounce Remover Service removes bounced emails after a user-configurable bounce threshold is exceeded.
- Remove email-based unsubscribe requests automatically.
- Monitor scheduled send and bounce removal activity.



## Other Features

- Complete context-sensitive help.
- Manage your own account settings/preferences.
- Free support and upgrades for duration of subscription



## Ordering Information

There are three ways to order Arrow:

### Online Ordering:

To order online, visit <http://www.arrowemail.com> and click the "ORDER" link at the top right of the page.

We accept Visa, MasterCard, American Express and Discover.

Extensive fraud checking is performed on all credit card transactions for your protection.

### Phone Ordering

Contact an Arrow sales representative at Q5 Media 1-877-270-4644 x85

### Purchase Orders

We accept purchase orders from the following:

1. Accredited U.S. educational institutions (including universities, school districts). Training companies do not qualify.
2. Local, state and federal government agencies in the U.S.
3. Private companies with verbal authorization from an authorized Arrow representative. Call 1-877-270-4644 x85 for details and authorization. Scoring from Dun & Bradstreet may be used to determine credit worthiness.
4. United Nations organizations

Our terms are Net 30. Late payments will be subject to a 10% per month finance charge and reduced support availability.